Candy Bar Gazebo

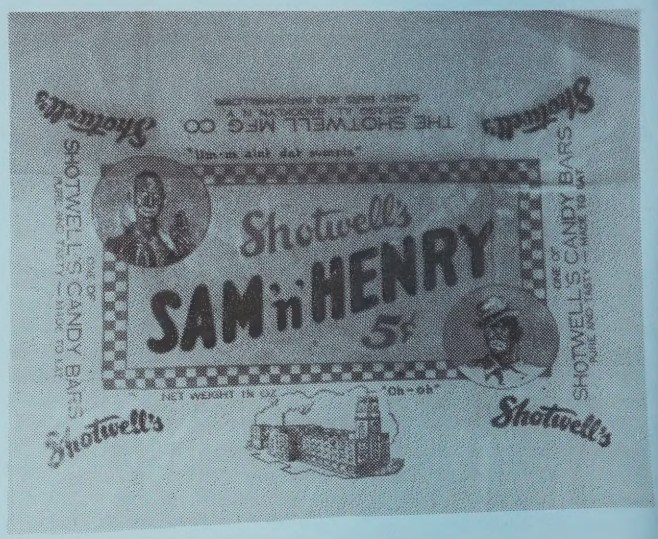
Issue 13, Winter, 1986-87 A Treat To Read

(Courtesy, The Confectioner)

THE SAM 'n HENRY BAR

The Shotwell Company of Chicago, with branch plants in San Francisco and Brooklyn,had the bulk of its sales in the Midwest, where it was quite strong in the market. The 1928 issue of The Northwestern Confectioner carried a Shotwell ad on the cover that featured a number of bars. Among them was the Red Grange bar, on which royalties were paid to the famous Chicago Bear football player. The movie industry was featured in the Movie Stars bar, and the radio industry was featured on two bars, the Uncle Bob bar (a kids program on radio), and the Sam 'n Henry bar.

The Sam and Henry radio show preceeded the Amos and Andy radio show on that medium. The Amos and Andy program was an outgrowth of the pre-network Sam and Henry show. This show went on the air in Chicago in 1926. It was a solid hit in Chicago, so it was natural that Shotwell picked up the name for a candy bar. The bar only did fairly well in the marketplace, and the radio program soon gave way to the radio program that quickly became the most popular program ever on radio. It is not known whether or not Shotwell paid any royalties for the Sam and Henry name, but it is probable that the company did so. (The wrapper shown is from the Wartner collection.)



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Active membership requires an annual fee of $15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at $4.50 each.

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CANDY BAR GAZEBO EDITORIAL

Truffles Are Trifles

For some unknown reason, the truffle has risen to the heights of so-called perfection as an edible in the world of chocolate. But to me, at least, truffles really are trifles. Almost everyone can make them easily. They're just basically made out of chocolate in some form or another. So just give me a good old combination American candy bar and I'll be just as happy as someone eating a handful of $3.00-a-piece truffles.

To me the ultimate is a candy bar that contains caramel, marshmallow, possibly a fluffy nougat, nuts such as pecans, all enrobed in milk chocolate. That's for me.

I've watched people make truffles and I've made truffles just to say I've made them. But so what? You still come out with the same end result, truffles.

Time was when no French farmer in the region where real truffles were to be found in France didn't have a self-respecting pig, a creature of discriminating means, that rooted around underneath the ground with its snoot searching for this delectable fleshy fungus so prized by the human species as something aspired to by the true gourmet.

Now I must admit I'm a bit more turned on by real truffles than I am by chocolate truffles. That's because most funguses appeal to my taste buds. I wouldn't mind making myself a pig over them. But sadly I can't because the price of real truffles makes caviar look like it's an everyday commodity on the shelves of convenience food stores.

Some smart merchandiser probably named the chocolate truffle after the real truffle for the same reason you call fish eggs caviar. You get a bigger boodle for the fancier sounding name. And sometimes, even skillfully formed chocolate truffles might be mistaken for real truffles by an unsuspecting chocolate worshipper. Anything for a buck, right?

Chocolate truffles are easy to make to a degree. And numerous recipes can be found in chocolate cookbooks. There's even a whole book devoted to the subject.

Personally, however, I'd forget the whole process and simply buy a box of Snickers, stick Popsicle sticks in them, then pop them into the freezer. Now there's a blend that'll really melt in your mouth. That's heaven by my standards.

Who needs to trifle with truffles anyway?

Ray Broekel

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News Bit

The Ice Cream and Chocolate Lovers Hyattfest, held in Atlanta, Georgia, Hyatt Regency, in late July was a pronounced success. Georgia was in the midst of a tremendous heat wave, so people came out in the thousands for the two-day show held in the air-conditioned hotel. The feature of the show was ice cream, and bars and scoops of all flavors were available for free after paying the $2.00 admission. Chocolate candy was also featured. Only a few local candy makers were there, however. No national representative were in attendance. Some did provide prizes for giveaways, however. The show was a real success.

VAN HOUTEN

Back over 150 years ago the Van Houten Company was founded by Coenraad Johannes Van Houten near Amsterdam in Holland. He was granted by King William I, a patent on the process of separating part of the fat (the cocoa butter) from the cocoa solids by means of pressing, so as to end up with a cocoa product. (He was granted the patent in 1828.)

The company grew rapidly, and expanded its business activities beyond Dutch borders. The company crossed the Atlantic during the latter part of the 19th century, putting on an appearance at the Pittsburgh Exposition in 1893. Van Houten had a large refreshment stand, complete with towers, at which Van Houten's cocoa was sold. The company had become well known for its cocoa in the United States.

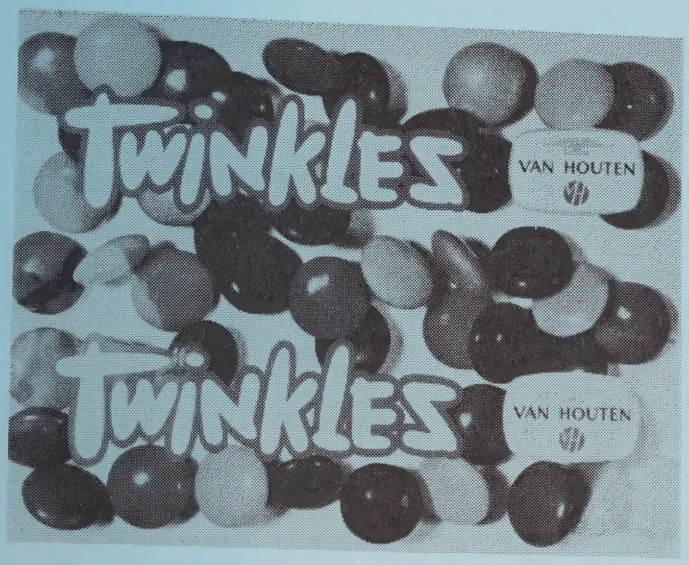
Van Houten became part of Leonard Monheim AG, a German cocoa/chocolate manufacturer, in 1971. Monheim has its headquarters in Aachen, Germany. (In 1857, Leonhard Monheim engaged a chocolatier from Italy. And soon the aroma of chocolate emerged from the Monheim shop. That was the start of the Trumpf line of chocolate products.) Other brands that joined the Trumpf line over the years were Mauxion in 1959, and General Chocolade of Belgium in 1978. (That included the German subsidiary, Novesia.) Also, dating back to 1931, the manufacture of fine chocolate under license of the Swiss company, Lindt & Sprüngli, has been in operation.

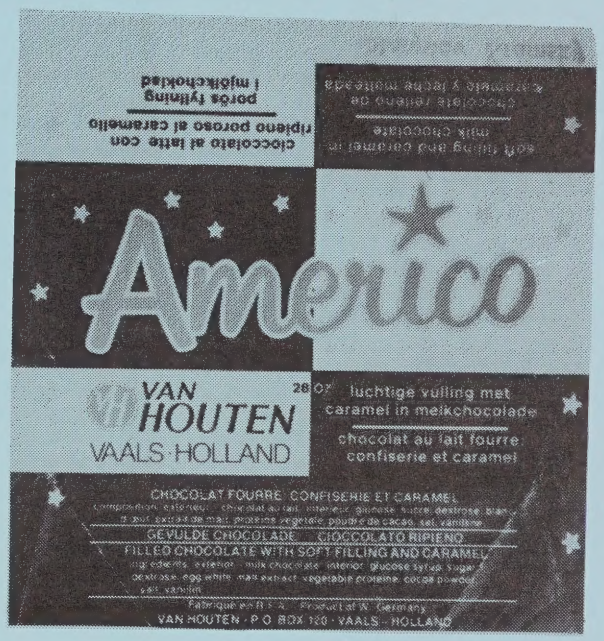
As of June 30, 1986, the Monheim Group was taken over by Jacobs Suchard of Switzerland.

In Canada, Comet Confectionery Ltd., handles the Van Houten line. And recently a factory has been opened in the United States in St. Albans, Vermont to handle United States distribution of products. (In the United States it's known as C.J. Van Houten & Zoon, Inc.)

In its Holland operation Van Houten makes Mounds, under license from Peter Paul Cadbury of the United States. It also makes under license from Rowntree McIntosh of Great Britain, such bars as Aero, and Twinkles. Some other Dutch candy bar Van Houten items are Milk Bit and Americo.

In the United States Van Houten bars were popular 10¢ sellers in the early 1950s. And back in the 1930s, during the heyday of Metro-Goldwyn-Mayer movie studios in Hollywood, Van Houten in a promotional stunt with that studio, issued a series of post cards on which were featured various MGM movie stars drinking Van Houten cocoa. Extending a sales pitch for the product were world famous comedians, Laurel and Hardy. Their card was the most popular in the series!





The World famous Hal Roach Comedians — LAUREL and HARDY
the World's Best Cocoa — VAN HOUTEN'S — stimulating and

BARS, BARS, BARS

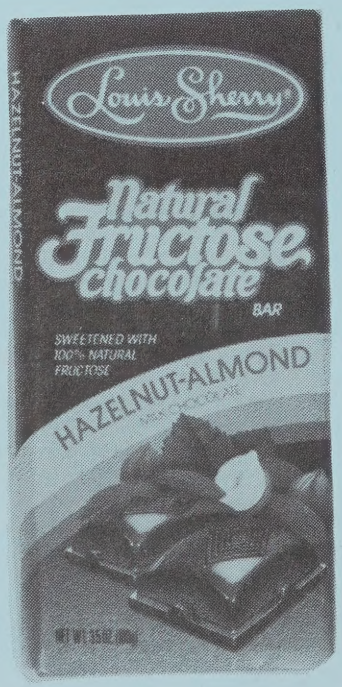
James P. Linette, Womelsdorf, Pennsylvania, unveiled a new candy bar, Betcha' Life, at the annual convention of the National Candy Wholesalers show held in St. Louis last summer.

Louis Sherry of Parsippany, New Jersey, is now distributing Natural Fructose Chocolate bars. The bars are made for Louis Sherry by Philipp Born Gmbh, of Germany. They come in six flavors and are suitable for diabetics. The bars sampled only tasted fair. There really was no chocolate flavor that came through, sorry to say. Fructose, by the way, is no more a natural sugar than is cane sugar. Fructose is simply a very sweet sugar found in many fruits and in honey.

Available in Brooks Drugs, a New England chain, are Frey products from Switzerland. A white chocolate bar with hazelnut bits was good as was the extrafine milk chocolate bar. Also very good was the Mocca bar. At only 89¢ these bars were an excellent buy.

Also available now in New England specialty shops are numerous Manner products from Austria. The Manner Mignon Hazelnut wafer bar, with ten small wafers inside, was priced at 69¢. It had been in the store too long, so tasted a bit flat.

New European bars for sale only in Europe are several new Milka bars from Jacobs Suchard of Switzerland. They are the Milks Swiss Chocolate bar with chocolate cream filling; the Milks Chocolate bar with hazelnut paste; and the Milka marzipan coated milk chocolate bar. (continued next page)



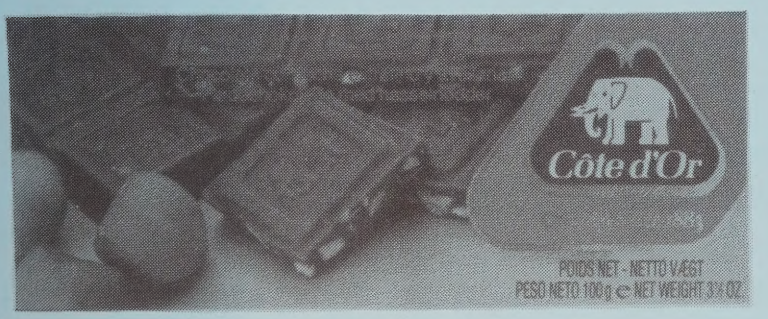
From Cote d'Or of Belgium comes the Brüsseler Zartbitter-Nuss, a dark chocolate with whole hazelnuts; Brüsseler Vollmilch-Nuss, milk chocolate with whole hazelnuts; and Brüsseler Trauben-Nuss, milk chocolate with raisins and whole hazelnuts. These bars are sold in Europe only.

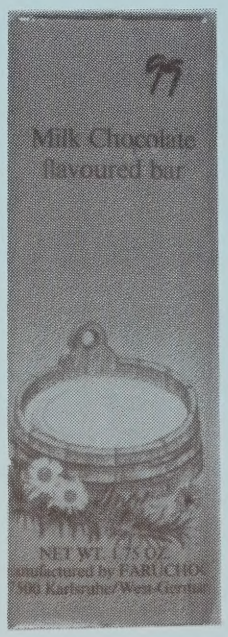
Stauffer-Meiji, Inc., U.S.A., has come up with Slim Stix, bringing together the taste of chocolate and crispy crackers.

And Bahlsen of America has numerous bars made in Germany now available for sale in the United States. The bars are on sale in specialty stores such as Karl's Sausage Kitchen, a German butcher shop in the Boston area.

Also available at Karl's is a nice selection of European candy bars, such as Lindt Blancor, a white chocolate bar with crocant pieces (very good); Cote d'Or Belgian bars such as milk chocolate with hazelnuts (quite good); Sprengel(German) milk chocolate bar (excellent); and a fructose-milk chocolate bar made by Farüchoc of Germany (fair). Ritter bars, a great variety, are also sold at Karls.

Woolworth's of downtown Boston carried Arni milk chocolate bars from Switzerland. Sorry to say the bars were only fair tasting. They sold at 3/$2.00. (continued)



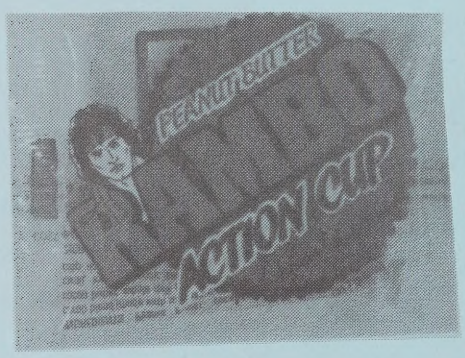


From Natural Nectar Products Corp., Culver City, California, come three new bar products, Rambo peanut butter cup, Nectar Nugget Peanut Butter & Crisp Rice cup, and Nectar Nugget Coconut & Almond Cup bar. All three are good tasting.

Honey Acres, Inc., Menomonee Falls, Wisconsin, has come out with a Hi-Honey bar, a chocolate covered fruit bar containing honey, coconut, and dried apricots. The taste wasn't bad at all.

Baci, made by Perugina of Italy, is a bittersweet chocolate piece containing hazelnut bits and a whole hazelnut. Included with each piece is a wrapper in which is printed a saying in several languages. The English translation needs help at times. Bacio in Italian means kiss.

Canadian candy bars made by Ganong Brothers of St. Stephen, New Brunswick, Canada, are available for sale in the state of New Hampshire. Numerous Ganong bars were on sale, 10 for $3.00, at a discount chain. Also available at discount stores in North Conway, New Hampshire, were Van Leer Chocolate bars and Guylian candy made in Belgium. Guylian chocolate is excellent, by the way. It's often made in the shape of sea shells. Available in the CVS chain of drug stores in New Hampshire were various European candies, Lindt bars (very good) Tobler bars (good), Droste bars (generally fair, but only if fresh), and Perugina chocolate such as chocolate-covered cherries. These were inferior in taste to most kinds of American made chocolate-covered cherries, sorry to say. (continued)



From American Licorice Co. comes Chewbilee Twists in watermelon flavor. The product is good and watermelony to the taste.

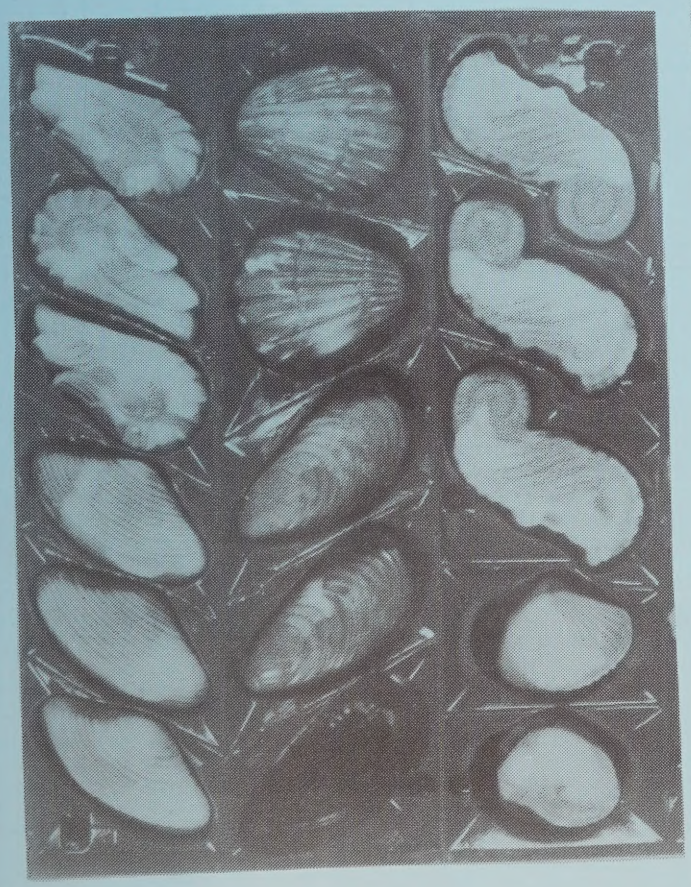
The prices of European bars varies greatly in the United States. The same Toblerone bar sold for $1.99 at a Hickory Farms specialty store, a chain of cheese stores. The bar sold for #1.49 at a Purity Supreme chain supermarket, and for 99¢ at an Ann & Hope discount retail store.

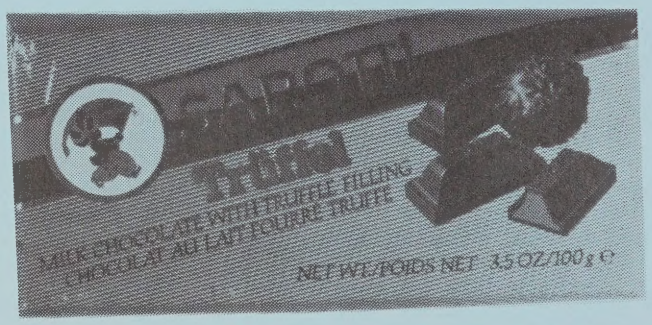
The L'Ardennaize bar is made in Belgium, and was imported until only recently into the United States by European Specialty Foods , Zion, Illinois. Another distributor then took over, but soon dropped the bar. The melting point of the chocolate therein was low, so bars melted somewhat during shipment. A very good tasting bar, it's similar to the Cheval Noir bar.

The Sarotti Trüffel bar,made in Germany, was good but nothing exceptional. The $1.99 price was a bit high for what you were getting.

Also high in price was the Ghirardelli Milk Chocolate bar with the Hickory Farms logo on it. The four ounce bar sold for $1.99. It was quite smooth-tasting.

Two new Planters bars are on the market, Planters Honey Roasted, and Sweet N'Crunchy, join the original Planter bar.

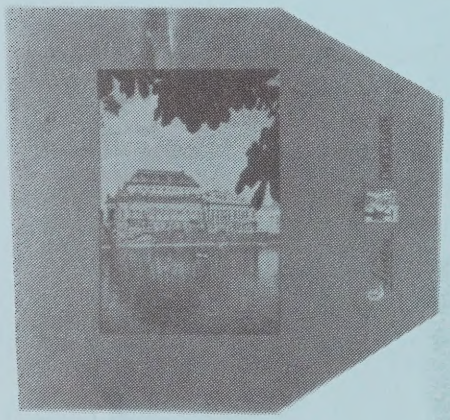


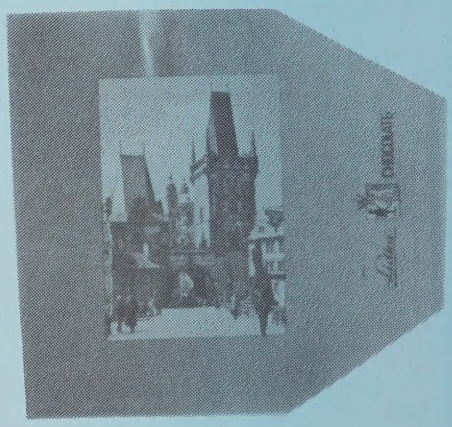


WHAT READERS ARE DOING

Wally Pfeiffer, Joliet, Illinois, sent along a clipping from the Chicago Sun-Times. The article on the sale of the Chuckles factory in Danville, Illinois, to a group of employees,made the pages of newspapers throughout the country.

Stanislav Kramsky, Czechoslovakia, send along a set of Lidka Chocolate wrappers that shows scenic spots around Prague, Czechoslovakia. Stanislav also sent along a book about some of the Czech chocolate factories. Two of these companies have rather interesting logos. The Diana factory is named after the Greek goddess, Diana of the hunt. And the Sfinx factory that was founded in 1863 was named after the Egyptian Sphinx. Diana was founded in 1893 in the Elbe River valley in Decin. Stanislav also reports on his recent trip to England, Belgium, etc. It resulted in the sampling of lots of candy bars. He says that English shops have an enormous quantity of bars, and that some of them are quite good. He was again impressed with the taste of the superb pralines made in Belgium, expecially those in Brugge.

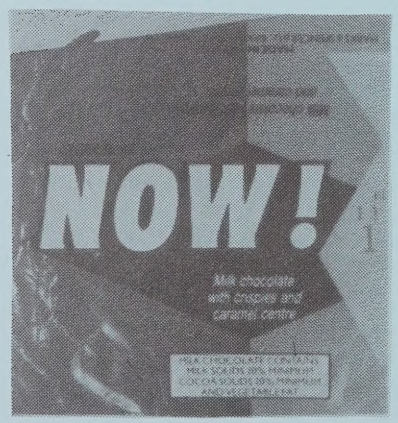


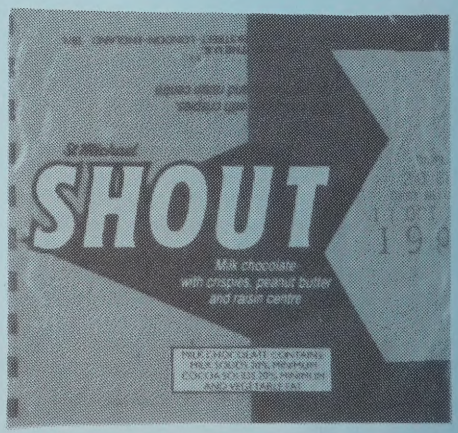


Nate Sloane, "Mr. Charleston Chew," sends along best regards to all his friends in the candy business from Boston, Massachusetts.

Harry Levene, London, sent along three new British candy bar wrappers - Now!, Shout, and Bumper Bar. The graphics are American in a sense.

(continued)



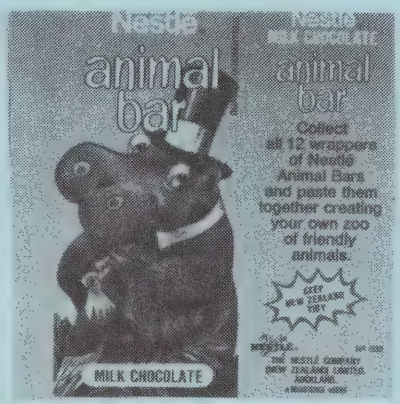


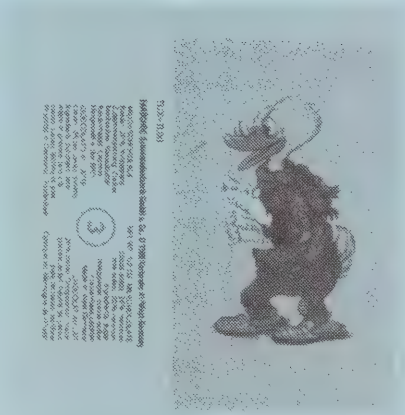
Harry also sent along the following wrappers from foreign countries; Winter's Chocolate from Procacao S.A. of Chile; Nestlé Animal Bar from New Zealand; animal milk chocolate bar from Farüchoc of Germany; Snövit (Snow White) from Fazer of Finland; and a new brand from Belgium, Dilma milk chocolate bar with banana filling.

Eugene McGrail of Chicago sent along a clipping from the Chicago Tribune. The article was on Milk Duds, now made by Leaf, Inc. Milk Duds got its name from the use of the words as "in fancy duds," not meaing the word dud as a non-winner. Milton Holloway, who started the original Holloway Candy Company, the first makers of Milk Duds, came out with his first bar, Sweet 16, a type of nut roll, in 1920. Milk Duds now has new packaging. This products really hasn't changed much over the years, although when it first came out the coating was chocolate. Today the coating is a confectioner's coating.

Frank Fiore, Hollidaysburg, Pennsylvania, sent along a clipping on NECCO from USA Today. The New England Confectionery Company gets lots of publicity, and is one of the confectionery companies that seems to do so because the company is cooperative and has been around for a long time.

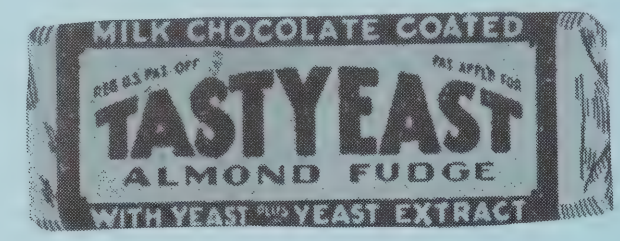
Dave Stivers, archivist of Nabisco Brands, Inc., has his hands busy keeping up with the company archives ever since the recent acquisition/merber with R.J. Reynolds. Dave has a new book out that contains old Cream of Wheat posters. It's a stunning book.





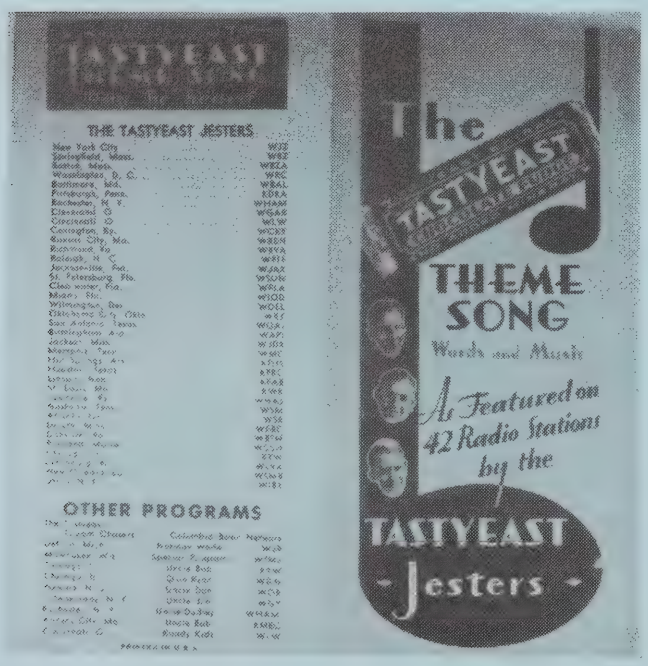
TASTYEAST THEME SONG

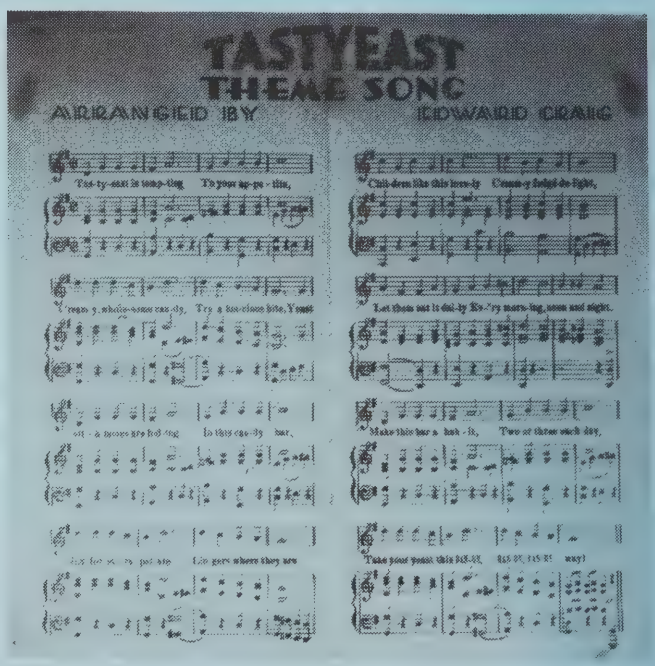
Back in the Fall, 1984, issue of Candy Bar Gazebo, the verse for the radio ditty for the Tastyeast radio commercial was printed. Another version of the same tune, words a bit different, was recently uncovered. This one was arranged by Edward Craig.



Tastyeast is tempting, to your appetite,
Creamy wholesome candy, try a luscious bite.
Yeast vitamines are hiding, in this candy bar,
Joy for ev'ry palate, Lingers where they are.
Children like this lovely, creamy fudge delight,
Let them eat it daily, ev'ry morning, noon and night.
Make this bar a habit, two or three each day,
Take your yeast this DANDY HANDY CANDY way!

Note the spelling of vitamins back in those days. The radio stations carrying the broadcasts were located in the Midwest, Southwest, South, and East. The West Coast wasn't represented.





CONFECTIONERY CAPERS

Hershey will discontinue the Take Five bar sometime this year. A new Hershey bar, Symphony, is being tested in Marion, Indiana. Two kinds of symphony bars are availble, a creamy milk chocolate, and a creamy milk chocolate with almonds and toffee chips.

James A. Shirk of Beer Nuts, Inc., Bloomington, Illinois, reports that Beer Nuts is a registered trademark of that company.

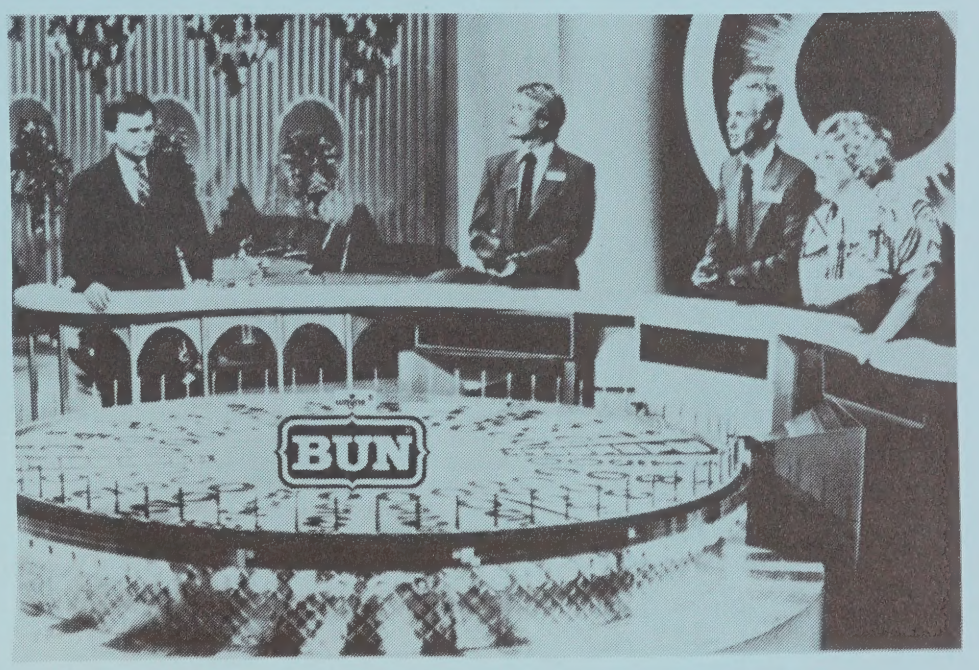
The Boston Globe reported in an article, late summer, that there are now eleven states in which liquor-filled chocolates can be bought. The latest state to join the throng is Massachusetts.

What's the difference between carob and chocolate? Carob is a chocolate substitute made from the roasted and ground beans of the carob tree. The tree is a Mediterranean evergreen that goes by the name, Ceratonia siliqua. Carob has around 51 calories per ounce, cocoa powder around 98. Carob makes for a vague approximation of chocolate, but it seems that American tastebuds prefer the taste of real chocolate more often than not.

According to the National Confectioners Association, confectionery consumption in 1985 held steady at 18.9 pounds per capita, according to the new United States Department of Commerce data.

T.V. is becoming a popular medium for numerous candy bar manufacturers. The latest is Wayne Candies. A fall promotion in support of the new look Bun Bar includes the placement of Bun Bars on several top-rated game shows, including the number one rated, "Wheel of Fortune."

Television commercials are expensive, but the tab must be paying off. It's visual appeal.



Schrafft's was founded in 1861 on Portland Street, near the present North Station in Boston where the Boston Celtics play professional basketball. The Boston Bruins also play hockey there. Schrafft's candy became popular with Civil War soldiers and the home folk used to send Schrafft products to the boys in the Union Army. According to one source Schrafft candies were supposed to be an antidote for dysentery. So that's why lots of Schrafft gumdrops, chocolate creams, and candy canes were sent to the soldiers in gray Sorry to say, Schrafft's is no longer in business today.

IT IT IT IT IT IT IT IT IT IT

Clara Bow was the sexy "It" girl of the movies, and starred in films in the late 1920s and the early 1930s. She is the actress who coined the phrase, "Either you have it or you don't." She did. And the It candy bar that carried her likeness was a popular 5¢ seller in the 1920s in the Salt Lake City area. It was made by the J.G.McDonald Choc. Co. of Salt Lake City.

It was Elinor Glyn, a British writer of feverish romances, who was the one to popularize the term"It" for sex appeal in her novels which appeared at the same time when Clara Bow was coming into prominence in Hollywood. It is from her writing that Miss Bow picked up the use of the word "it."

CONFECTIONERY CAPERS

Probably the first time ever for a course on the history of chocolate and candy bars to be taught at the university level will take place in January of 1987, when Ray Broekel will teach a four week course entitled, Chocolate and Candy Bars, as part of the adult evening education program at North Shore Community College, Beverly, Massachusetts. The course will cover chocolate and candy bar history, tasting demonstrations on how to judge a good chocolate and bar, and an introduction to candy bar and chocolate memorabilia.

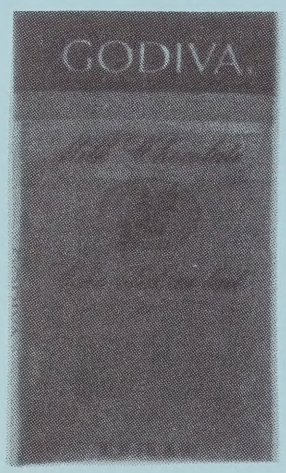
Hershey Food Corp. has agreed to acquire the candy-making operations of the Dietrich Corporation. Those are Luden's, makers of the 5th Avenue candy bar, and Luden's Queen Anne Division which makes basically chocolate-covered cherries now. Both companies were major candy bar makers of years ago.

Rowntree Mackintosh as entered into an agreement to acquire Sunmark, which has four major operating divisions. The Sunline and Willy Wonka divisions have such trademarks as Tangy Taffy, Sweetarts, Nerds, and Wacky Wafers. Nerds, which was introduced in 1983, is the best single selling line with sales of $29 million in 1985.

A TASTE TEST

Assembled for this taste test were fresh milk chocolate bars made by Perugina (Italy), Frey (Switzerland), Lindt & Sprüngli(Switzerland), and Godiva (the wrapper indicates it was made in the United States, not in Belgium). The Lindt bar was 3½ ounces and sold for $1.49. The Godiva bar was 3 ounces and sold for $3.45. The Frey bar was 3½ ounces and sold for 89¢. And the Perugina bar was 2.32 ounces and sold for $1.45.

By taste the Frey bar was judged best, with both Lindt and Perugina not far behind. But trailing the pack was Godiva, sorry to say. It wasn't up to the smooth, mellow taste of Frey, Lindt, and Perugina. By price the best buy by far was the Frey bar, Lindt second, Perugina third, and Godiva last. The overall winner, tastewise and pricewise - Frey. It was a real winner.



CONFECTIONERY CAPERS

M&M/Mars is redesigning the wrapper for the Mars bar and adding more almnds to the bar. The company has also announced that it is acquring the business assets of DoveBar International, Inc. An excellent chocolate-covered ice cream bar is made by this company.

A preliminary injunction was filed by the Cabbage Patch people against Topps Chewing Gum Inc. to stop producing Garbage Pail Kids stickers. The Judge's ruling cited in part, that the Garbage Pail Kids were on the fine line between parody and piracy. The suit will go to trail sometime in the future.

BIG GAME

When the Planters Nut & Chocolate Company was located in Wilkes-Barre, Pennsylvanis and Suffolk, Virginia, the company issued a series of animal cards that were packaged, one to a package, with Planters Peanut Block. The cards carried a 1933 copyright date.

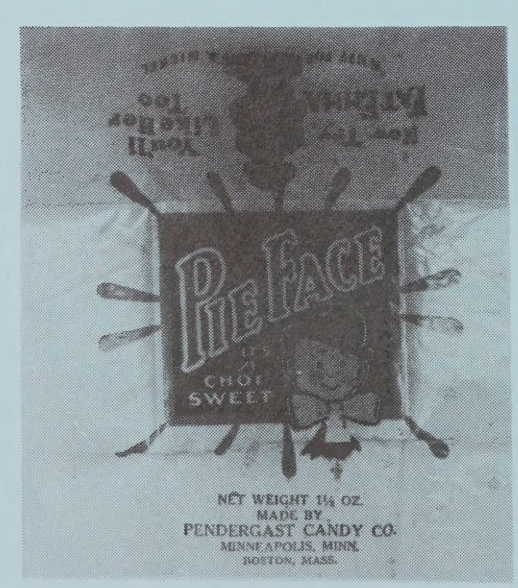
Some of the art work on the cards was quite well done, while on others it was just passable. Some of the cards issued in the 25-card set are shown below.

PIE FACE AND FAT EMMA

Pie Face was a candy bar created by the Pendergast Candy Company of Minneapolis in the early 1920s. It followed the introduction of the Fat Emma bar..The Pendergast people felt it needed a counter bar product to sell in tandem with the Fat Emma bar.

To get across their two candy bar characters the company distributed, in 1926, over one and a half million stickers that were passed out in Mom and Pop stores and other places where candy bars were sold in the 1920s. Customers would put the stickers on the windshields of their Model A's or whatever other kind of car they had. When it became too expensive to produce the Fat Emma bar, the name was leased out for use to other companies. The Pie Face bar wasn't picked up, however, by others. It just died a natural death probably in the late 1920s.

A Pie Face wrapper (from the Wartner collection) is shown at the left, below. To the right are shown the promotion sticker (top), and the side panel from a box that held Pie Face candy bars.



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